

Southern Arizona Roadrunners – Board of Directors Meeting

Date: October 13, 2014

Time: 6:30 – 8:30 PM

Location: Health South (2650 North Wyatt)

SAR Board Members			
Randy Accetta – P	Sheryl Felde – P	Greg Wenneborg – A	Steve Outridge – P
Tim Bentley – P	Steve Felde – P	Ron Lumm – A	John Sabatine – A
Don Branaman – P	Greg Gadarian – P	Diane Manzini – P	Keith Schlottman – A
Shane Carr – P	Gary Giese – P	Amelie Messingham – P	Lucas Tyler – P
Dari Duval – P	Alyssa Hoyt – P	Kara Middendorf – A	Doreen Castillo - P

1. Approval of Minutes from September meeting. Steve Felde makes a motion to accept the minutes as drafted, Sheryl seconds. All in favor.
2. Introduction of Guests. Daryl is here to talk about the Oracle Run. All the awards this year will be mugs with the artwork on them. The last couple of years timing was an issue, no one got a time. Shane will confirm who will do the timing this year. Randy specifies that it is our responsibility as a liaison to find a timer. SAR can do an email blast – we already included Oracle in several of them - and put a press release on our SAR page. We will do at least two dedicated e-blasts for the Oracle run, which will go to 18,000 people. To be included in mailings it is about \$250-\$300, depending on how many races are included in the particular mailing. Oracle has not been included in mailings over the past couple of years and Daryl has found that number of participants has dropped.
3. Office Manager Report (Lucas). 937 members, we are down again by 35 over the prior month.
4. Treasurer’s Report (Keith). The treasurer is not here today. We have more money in the account than we ever had, but some directors need to be reimbursed for expenses.
5. Recap of Completed SAR Events.
 - Pumpkin. The numbers were down by 10 or 12 percent. Tim went out there to mark the course and had to modify it because it had rained too much to use the planned one. Everybody seemed to enjoy the new route. It was the most people the farm had ever had on race day, even though registration was down. There were 170 finishers at the Kidz Race. We did not have enough people helping at registration, especially non-runners. A lot of people showed up at the last minute, and even after the race had started and we did not want to turn any people away.
 - Lucas has been getting calls after the online registration closed, wondering if there was still time to register. We can include a line in the Active page to specify that even though online registration is closed you can still register at the Running Shop the day before the race.
6. New Business.
 - Randy – GMT Planning. ADOT still needs to give Randy the permits but he is not concerned about it. He needs several high schools to be there at water stops. More importantly, we have a new sub-3 marathoner, Dari ran the Chicago marathon on Sunday.

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- Newsletter – The deadline for submission has passed, and the editing is almost done.
- Steve O – Equipment Rental. The pricing list we came up with a couple of years ago is a little pricey and confusing for people, so we need to clarify it. We also need a process in place whereby anyone elects to rent some of our equipment, the equipment rental agreement needs to be signed and sent to Doreen as the Materials Manager, who will then send it to Lucas so that he can invoice it. Most of the time, the only person who knows what is being rented is the timer, and we only find out because we see pictures of the race later on. By way of example we are missing the defibrillator, and the bullhorn.
- Steve O – The guys setting up the Colossal Cave 50k would like to rent some of our jugs and tables. We will use our existing rental form of agreement. We will set up a new rule that the equipment rental has to be approved by the Board before being used, and the request has to be made at least 30 days prior to the event. SAR events will have priority on SAR weekends.
- Doreen – annual celebration. Kara talked about a low key event for the members, doing food trucks, at Reid Park in the afternoon. Getting a beer permit and having kegs. We talked about keeping it inexpensive, the food is what will cost. The Board discusses this, Randy suggests we turn it into a happy hour hobble dinner at Gentleben's on January 5.
- Tim – wanted to talk about Kerry and how he manages the pictures at SAR events. Kerry had formed a photography company, he comes and takes pictures and posts them on his company FB page. You can go and login and pay for them. He does not provide insurance, he does not give them to us for marketing purposes. The pics we have for Saguaro, Randy paid \$200 for them. SAR has a race and he is taking the content and selling it. Kerry wants to approach race directors to take pictures at their races. It should be a benefit of running the race to have pictures taken, there are alternate providers we could use that (i) pay us, (ii) provide insurance, and (iii) make the photos available on our SAR website. The problem with Kerry taking pictures is that most people, who are not friends on FB with him, have no idea where to find the pictures. For now it is up to the race director what to do, maybe buy a certain number of pictures, then have first pick at those pictures, which we would then own. Gary makes a motion that any photographer hired by a race director must make all pictures available to SAR. Don seconds it. Randy says it is problematic because we can hire people but we don't own those pictures, they own them. The photos are of value to participants, Dari thinks race directors should make a determination as to the value they want to provide. Tim also says that SAR has a responsibility to provide that value to participants. Randy then says we have to update our race contracts for 2015 to provide that race directors have to provide race pictures. Gary's motion as stated is problematic because it is unfairly binding per industry standards. Lucas reminds us that the biggest thing is that we want to drive

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traffic to our website. Gary withdraws the motion. Tim will talk to a couple of photographers about being SAR photographers.

- Tim – timing chips/rings. We have new bib rings timing chips. They are smaller than the old ones but they are still big and clunky. The problem with the reusable shoe chips is that getting them before the race and collecting them can be problematic. But the main advantage is costs. We voted to buy 1200 chips with our logo on it several months ago, we also voted to buy 4000 chips in January, but those never got ordered. The Board will direct the Materials Officer with leadership assistance to get with Greg so that the chips get ordered. Lucas will see about ordering 1,500 reusable chips with the SAR logo and a return address, and will ask about the turn-around time.
- Tim – volunteers. Our races are getting bigger, our volunteer needs are getting bigger. Tim wants to propose that we send an email to all our volunteers and create a list of volunteers. There are 12,000 finishers that from which we never ask for help. With the big races we just do not have enough. Lucas has a list of who wants to volunteer but a lot of people have addresses that no longer work. Active has a feature that allows people to become volunteers that we do not use. SteveO will take that on.

7. Communications.

- Media/Email Blasts (Randy). Randy wants to make the emails more fun.
- Facebook. Tim can track how many people click on our links, for the last race there were 180 clicks on Facebook and 10 on our website.
- Website. Hopefully the website will be fixed soon. Randy recommends that the font be changed so that we can see more news items at any given time.

8. Around the Room.

- Lucas. USATF certifications, Dave Hill will still take care of the certifications.
- Diane. In contact with Jim Irish, Diane and Alyssa will meet with him about the Christmas run.
- Alyssa. Is happy to be back.
- Don. Is not clear if Lucas is authorized by the Board to buy the chips. Since we are not clear about the costs, Lucas will report back to us via email.
- Randy. The city is setting up a new application process for permits.
- Tim. There is a new form if you need insurance for your event.
- Shane. There was an open race we voted to have as a good neighbor race. The race got canceled, it was not rescheduled, people lost their money.
- Doreen. Wonders how many people have keys. There are about 10 keys. Randy will meet Doreen at the shed soon.

9. Adjournment. Motion to adjourn at 8:53 by Steve Felde, motion seconded by Sheryl. All approve.